

Jesse Henderson

Graphic Designer | Brand Storyteller | Web & Marketing Creative

Graphic designer, brand storyteller, and marketing creative with 20 years of experience developing identity systems, marketing tools, web content, and production-ready communications for B2B brands. Experienced in turning complex products and business goals into clear brand stories, practical sales materials, and consistent visual systems built for real-world use.

Brand & Marketing Design: Identity systems, marketing collateral, catalogs, advertising, campaign creative, trade show and large-format graphics, presentations, and production-ready sales tools.

Web & Digital Production: WordPress design and content management, HTML/CSS, responsive layouts, email signatures, QR-connected experiences, social assets, digital presentations, and brand libraries.

Copywriting & Storytelling: Website and campaign copy, brand positioning, sales messaging, product narratives, case studies, and content planning that turn complex offerings into clear, useful communication.

Experience

Henderson & Associates

Senior Graphic Designer / Brand Storyteller | 2006–Present

- Created and maintained a connected brand and product-communication system for ST Fastening Systems, spanning identity development, product-family branding, catalogs, sell sheets, advertising, web graphics, color tools, displays, and sales support during a growth period from approximately \$15M to \$70M in annual revenue.
- Helped develop and operationalize corporate identity systems for DMI Direct Metals and StrukturaOne through logo development, visual standards, business cards, branded QR touchpoints, virtual profiles, email signatures, messaging, and reusable templates.
- Translated complex metal-building and roofing products into clear, benefit-led communication for distributors, contractors, customers, sales teams, and other technical B2B audiences.
- Designed and maintained WordPress websites and digital brand assets, including page layouts, content updates, downloadable literature, campaign graphics, and consistent cross-channel presentation.
- Produced press-ready and production-ready artwork for catalogs, signage, trade show displays, large-format graphics, promotional materials, email signatures, and branded campaigns.
- Partnered directly with business owners, marketing teams, and stakeholders to develop brand positioning, website copy, sales messaging, product narratives, and practical creative solutions aligned with business goals.

Education

California State University, San Bernardino

Bachelor of Arts in Mass Communication

2004

Oklahoma City, OK

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Portfolio

Design & Production

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Brand Identity Systems
Print Production

Web & Digital

WordPress
HTML/CSS
Responsive Web Design
Email Signature Systems
QR-Connected Experiences

Content & Strategy

Copywriting
Brand Positioning
Sales Messaging
Content Planning
Video Editing

Business Tools

Microsoft 365
Google Workspace
Notion
ChatGPT Work
macOS